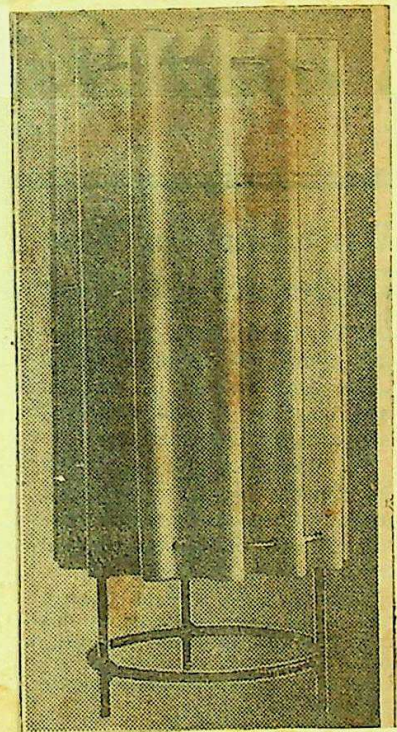


Table Lamp
Box

Page 12
Sept. 22, 1958

Home Furnishings Daily

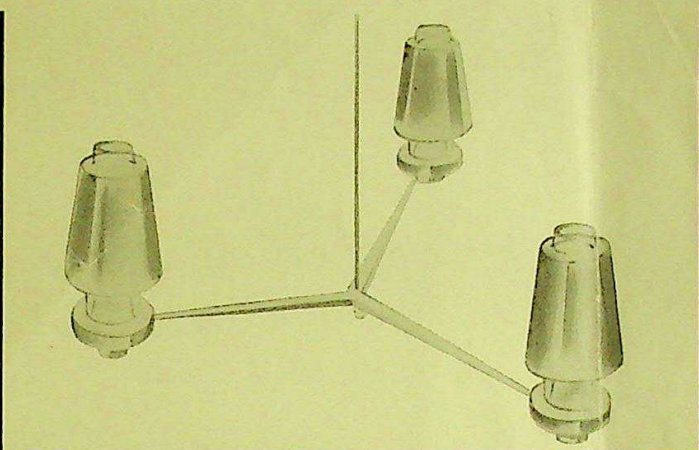
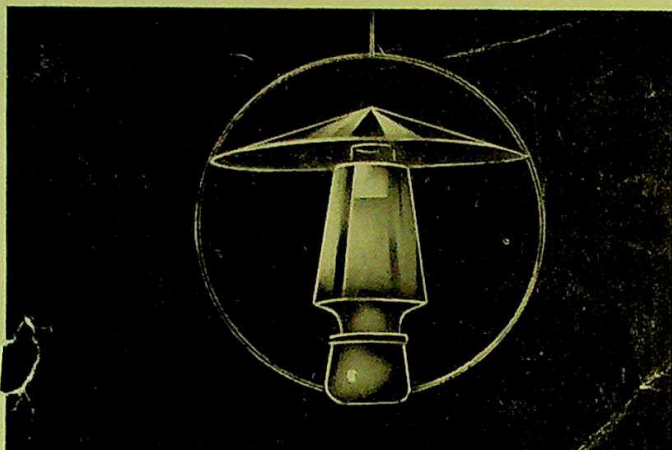
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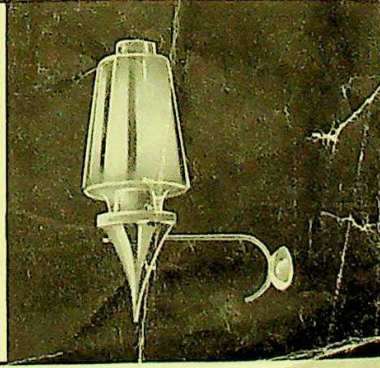
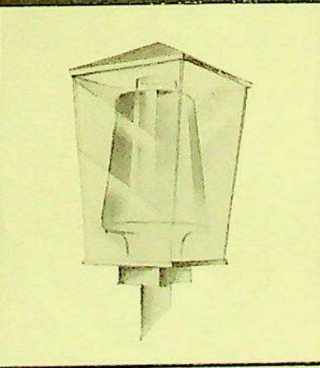
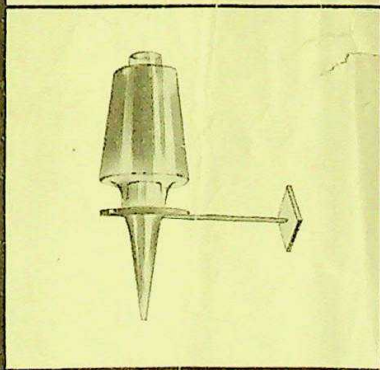
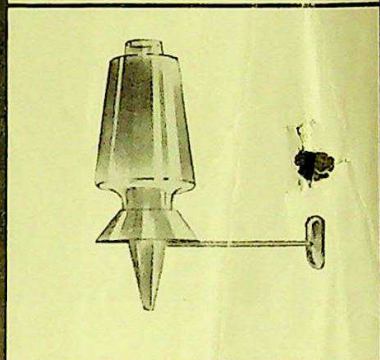
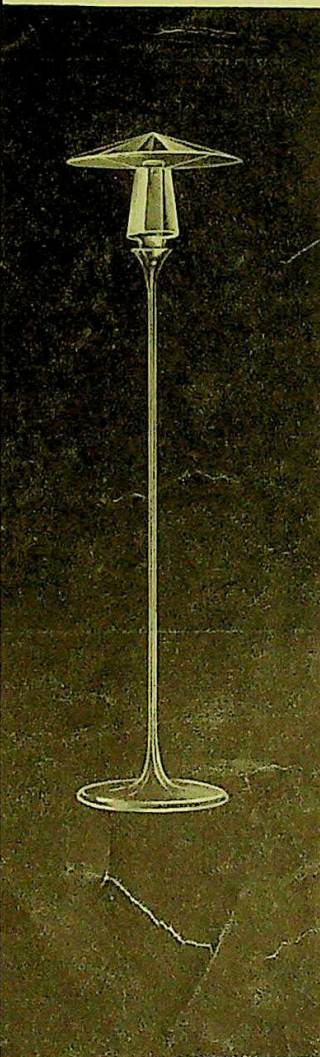
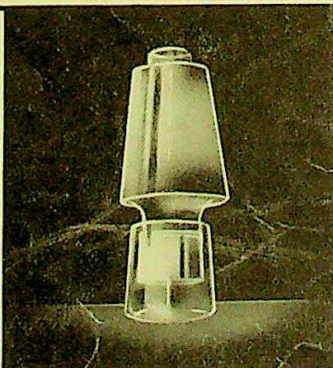
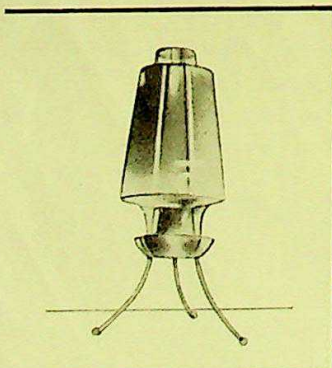
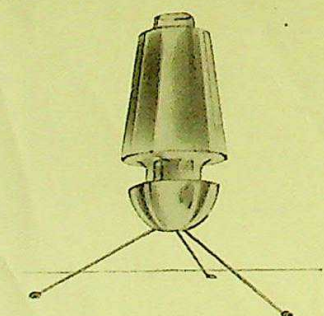
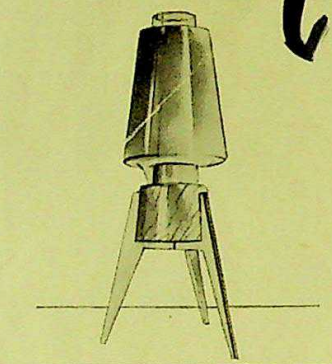
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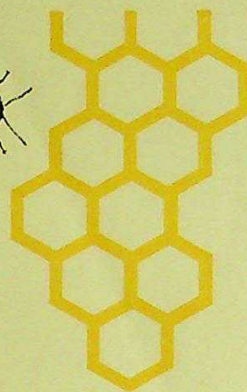
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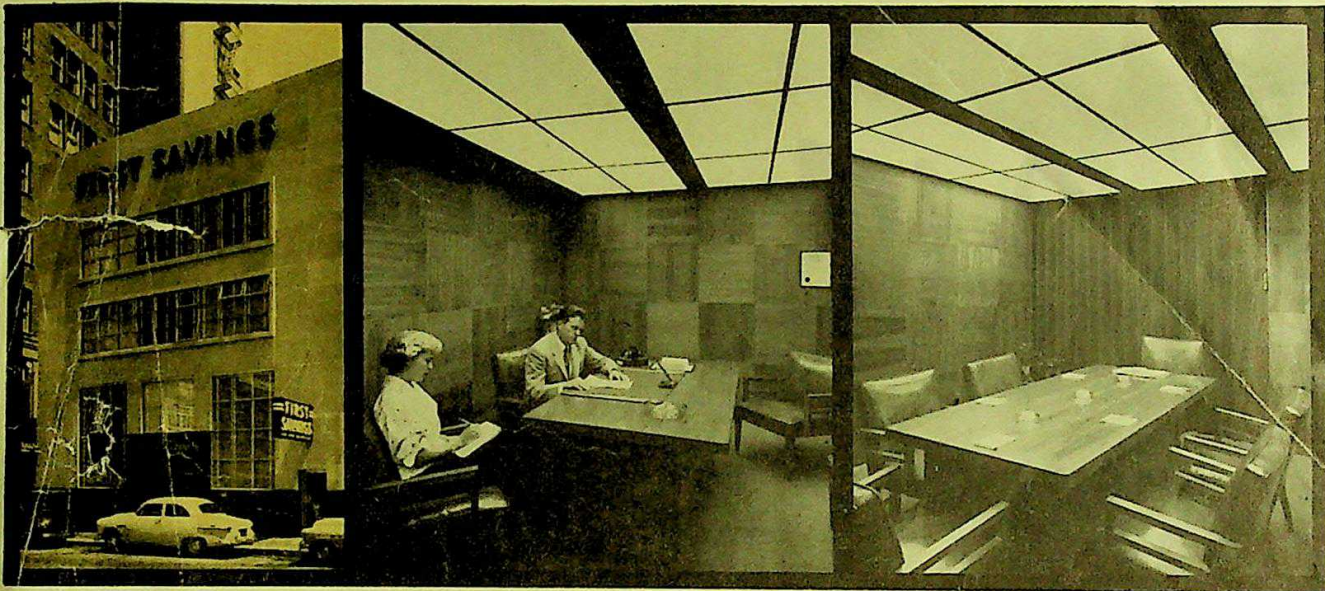
CHIMNEY

A-17





*Here's a ceiling
that's completely new
...completely beautiful!*



Honeylite aluminum honeycomb is efficient, safe, strikingly beautiful when used in full ceilings or fixture unit lighting. We believe its beauty must be seen to be fully appreciated—technically, the facts speak for themselves, presenting four big reasons for the use of light-diffusing Honeylite in office, store and factory:

- 1 Honeylite allows 95%-plus light transmission efficiency throughout lifetime of installation
- 2 Honeylite has highest light transmission to surface brightness ratio of any light-diffusing ceiling material...there is no reflected glare
- 3 Honeylite has a Noise Reduction Coefficient of .46, tested at same frequencies as acoustical ceiling materials
- 4 Honeylite allows free air circulation, increases lamp and ballast life up to 33-1/3%

"One of the most pleasing features of our newly remodeled main office has been the Honeylite installation."

*Stuart Davis, President
FIRST SAVINGS AND
LOAN ASSOCIATION
Oakland, California*



*Write for technical
data and sample*

HEXCEL PRODUCTS CO.
951 61ST STREET
OAKLAND 8, CALIFORNIA

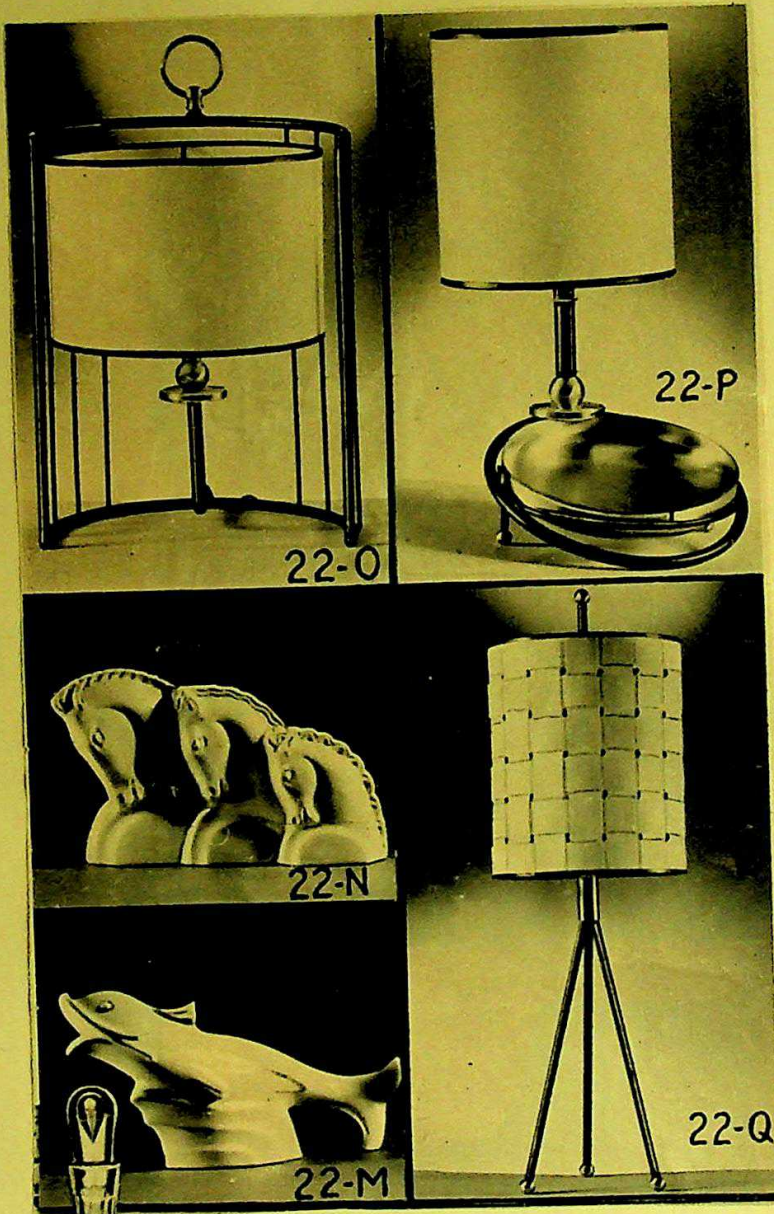
HONEYLITE

The Washington D.C. Sunday "Star" Nov. 23, 1952
Woodward + Lothrop Advertisement Section, Page 22

Table Lamps

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Table Lamp Box

P. 39

Sept., 1951

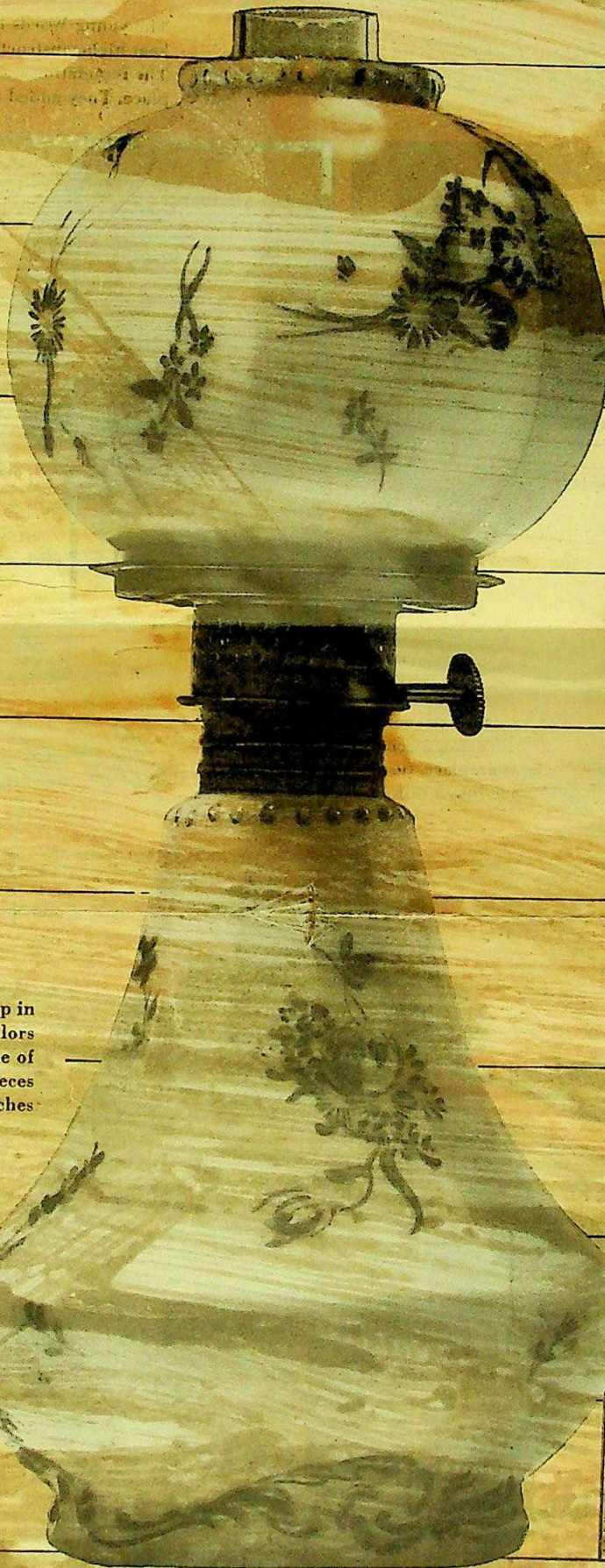
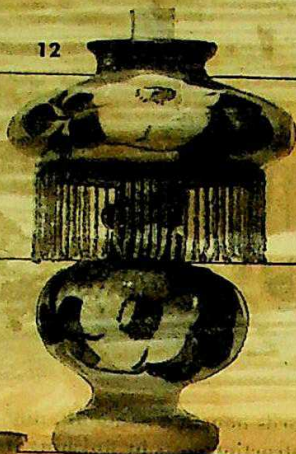
American Home

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TABLE LAMP BOX



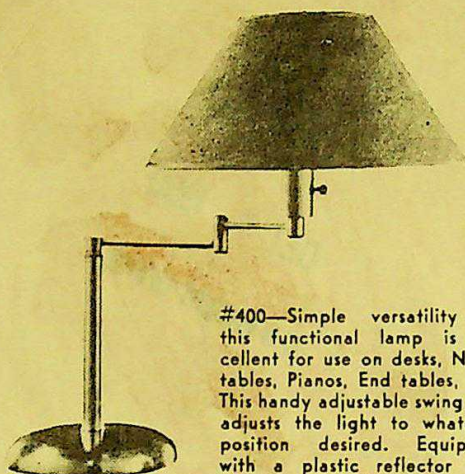
ACTUAL SIZE... 9" TALL!

Elegant specimen of miniature lamp in Dresden. Delicate flowers in pastel colors on white. Embossed scroll-type trim. One of tallest lamps in this collection. Most pieces of this type measure seven to eight inches

AMERICAN

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DESIGN DIV.

FUNCTIONAL LAMPS



#400—Simple versatility — this functional lamp is excellent for use on desks, Night tables, Pianos, End tables, etc. This handy adjustable swing arm adjusts the light to whatever position desired. Equipped with a plastic reflector and three way socket to accommodate one bulb, 30-70-100 or 50-100-150 watts. Weighted base with felt padding. Overall height is 20". 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. 14" shade of pebble cloth material, available in the following colors: Natural, gray, green, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$10.00. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

Miniature Lamp Collection

TABLE
LAMP
BOX

Diminutive 19th-century lamps, each rare and extremely beautiful,
from Mr. and Mrs. E. J. Delmore's collection of 287 pieces

There is a growing interest in collections of all kinds throughout this land of ours. We are especially interested in collecting those objects which our ancestors used as a matter of course, but which contributed a great deal to the beauty of their way of life. Such a collection is that of Mr. and Mrs. E. J. Delmore of Saratoga Springs, N. Y.

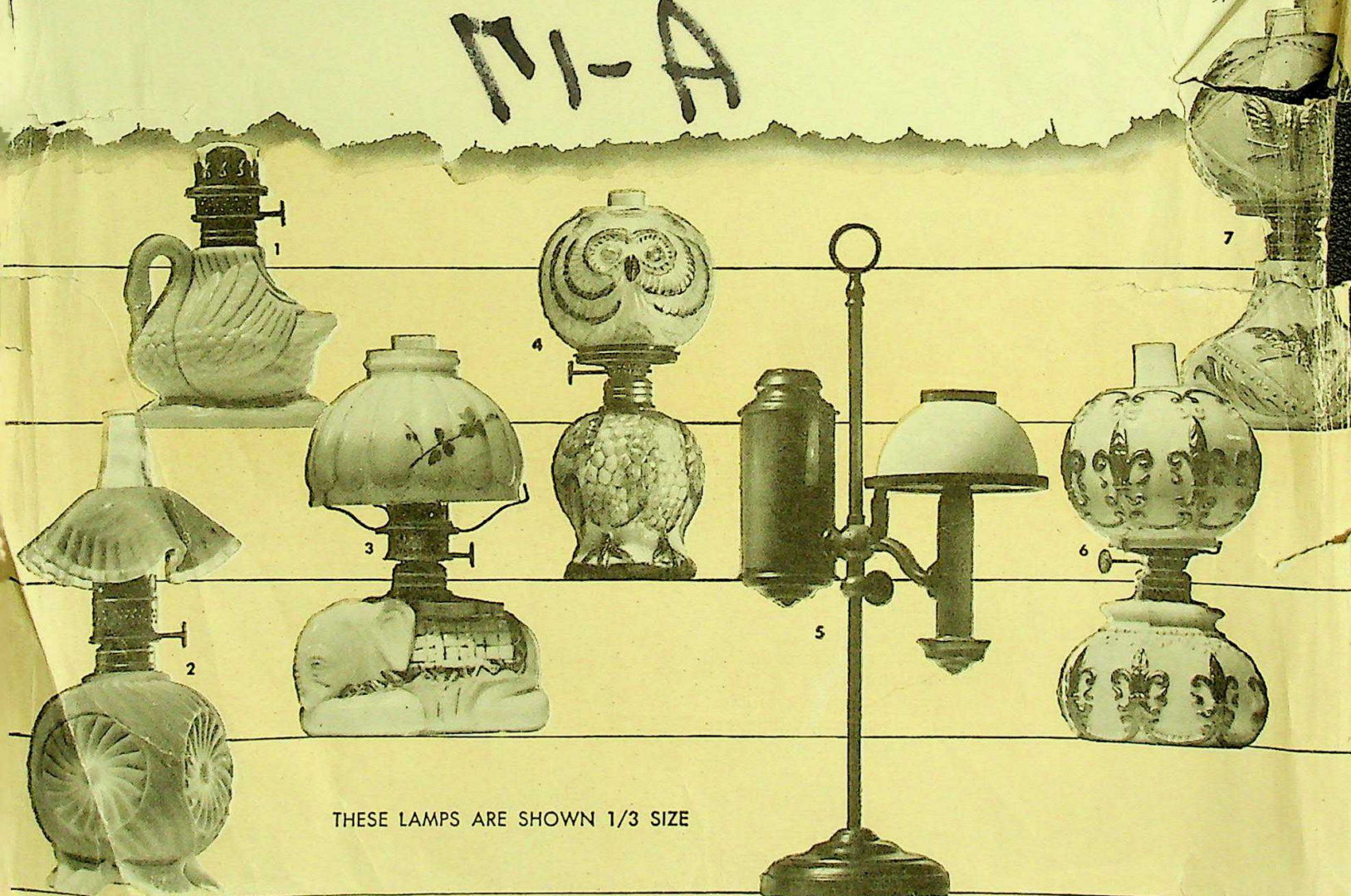
These beautiful little oil lamps, so cherished today, replaced the tallow candle in many instances. For one thing they were safer, and even though the lamp gave a more subdued light than the candle, it was something new. They were attractive, and everyone used them. A description of the lamps shown on these pages follows: 1. Blue milk-glass base in shape of swan considered by some lamp collectors the most rare of bird and animal figures. 2. Highly prized New England Peachblow in rich pinkish colorings. Ruffled shade with crimped edge fits glass chimney. 3. Elephant in repose is white milk glass, tracings in gilt, orange. Matching colors in ribbed shade. 4. Amusing piece. Owl in deep greens

with pink eyes. Body makes lamp base. Ball-like head is the shade. 5. Extremely rare miniature brass student lamp. Adjustable. White Bristol shade. 6. Fleurs-de-lis in gilt, decorated white milk-glass base, shade. 7. Gilt eagles with widespread wings are handsome against white milk-glass base, shade. 8. Variegated base, shade in blue opalescent. Stands on applied feet of clear glass. Type of lamp sometimes referred to as "End-O-Day" because glass blowers at end of day used leftovers to fashion such pieces. 9. Pan American in pink shadings with maps of North, South America decorating base, shade. Heads of maidens appear at top of each map. Made for Pan American Exposition of 1901. 10. Cased (clear coating over color) base, half shade in pinks, quilted, or "puff" design. 11. Beautiful example of glassmaker's art is variegated green and ruby piece with swirl dot pattern. Chimney-type shade. 12. Bristol in white. Flowers rose, green. Beaded fringe of shade, white.

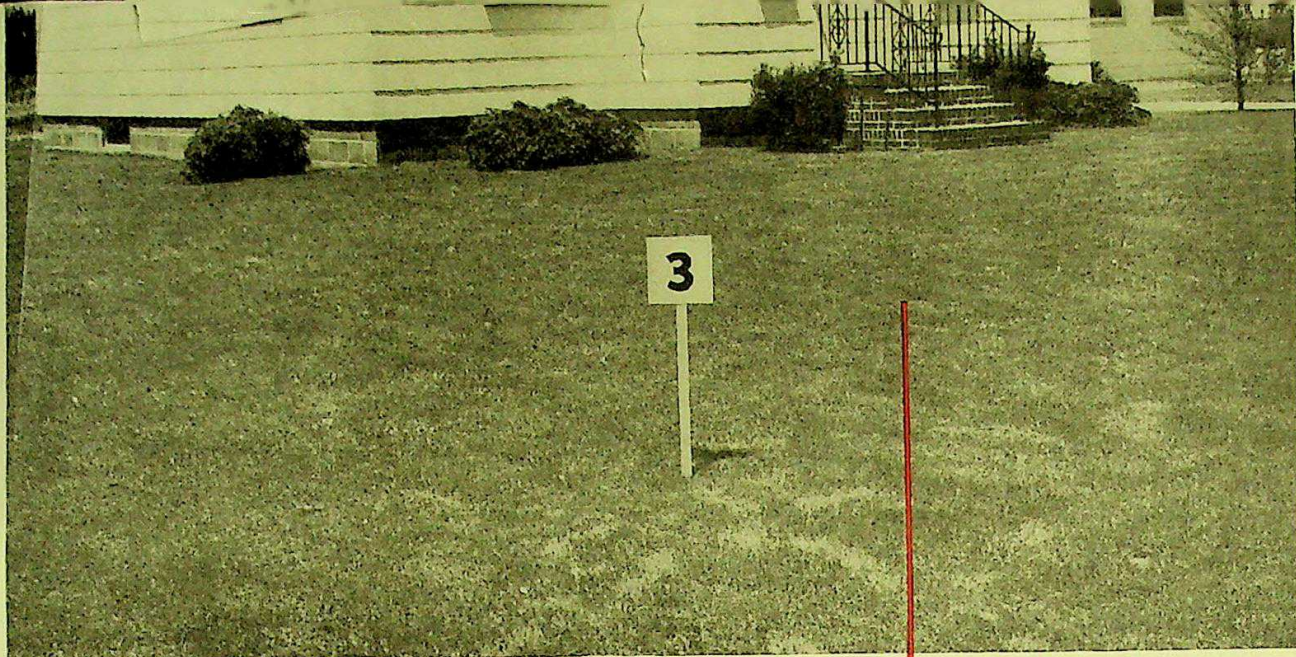
In the beginning these lamps were made very small, then

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11-A



THESE LAMPS ARE SHOWN 1/3 SIZE



This Lawn Cost \$11.⁰⁰ PER 1,000 SQ. FT.

How Come?

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E. L. D. SEYMOUR

The lawn around Edgar J. Hunter's Long Island home is green, thick, soft, and virtually free of weeds, even crab grass. Yet he made it on ordinary, even mediocre, sandy soil without adding topsoil or organic material, uses no crab-grass-killing chemicals, and maintains the lawn turf with a minimum of effort, as lawn care goes. In short, his experience is a good illustration of how to get a better lawn for less.

Considering how important a lawn is as a feature of the home grounds, how much materials and labor for homemaking cost, and how many new homes are being started these days, do you wonder that when, in August, 1949, Mr. Hunter offered to stage for us (and you AMERICAN HOME BUILDERS) a practical demonstration of his method of lawn-making compared with that ordinarily followed, we snapped up his offer like a hungry fish? We certainly did. And here, in words, figures, and pictures, is the story of the project and its lesson. We think it's highly significant and very encouraging for new homemakers—or makers of new lawns on established homes. What do you think?

True, the details of the project were developed to fit Long Island conditions. But with minor modifications to meet local needs, the basic principles involved are applicable wherever soil is poor and time and money are scarce. As a matter of fact, they are being followed, with minor differences, in New York State highway construction operations in establishing quickly a permanent grass cover along the roadsides and center division strips. Here, briefly, are those basic principles:

1.) Prepare soil in the usual way by plowing and harrowing, rototilling, or spading and raking, working in moderate amounts of ground limestone

PLEASE TURN TO PAGE 118



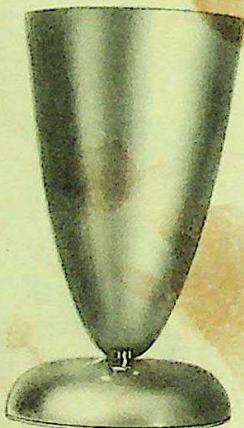
On Sept. 1, 1949, Lawn B looked as in stage 1, right above. Note sandy, sub-soil type of land, which received no topsoil or humus. Right below, the lawn on Nov. 7, 1949; and, top of page, on June 8, 1950. By October, it was in even better condition than picture shows

TABLE LAMP BOX

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RETURN TO
DESIGN DIV.

T. V. LAMPS



#2200—T. V. Lamp . . . No more Eye Strain with new T. V. Lamp. Here is the economical answer to all your problems. A scientifically designed T. V. Lamp that eliminates glare and offers restful viewing and eye-ease entertainment from your Television set. One decorative unit in lovely decorator shades. 9" deep cone reflector of heavy gauge metal, firmly weighted, felt padded base. Turn knob switch, porcelain socket, 6' cord all Underwriters Approved. Stands 11" high. Available in baked enamel finish in Bronze, Brass, Metallic Gray, Chinese Red, Green and Chartreuse. When ordering please specify color. \$4.25. We pay postage.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

CERAMIC LAMPS



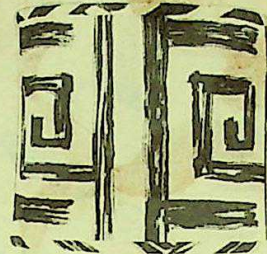
#3600—Swirl . . . sweeping lines that provide endless interest in lighting. Single or in pairs to adorn those graceful end tables alongside a comfortable couch. Chartreuse glazed ceramic base. Deep 16" Tapered Rectangular shade in colorful fabric-over-parchment. Height 36". When ordering please specify color. \$13.50. You pay a small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

rec. Dec. 15, 1950

THE Lighting Mart Catalog

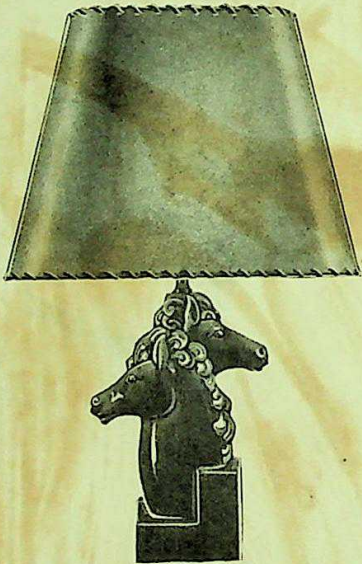
CERAMIC LAMPS



#3500—Black-Magic - A combination of base and shade that will catch the eye-everytime. Black glazed ceramic base complemented with a fabric-over-parchment 14" Deep Drum shade in Chartreuse and Black. Height 28". When ordering, please specify color. \$13.50. You pay a small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

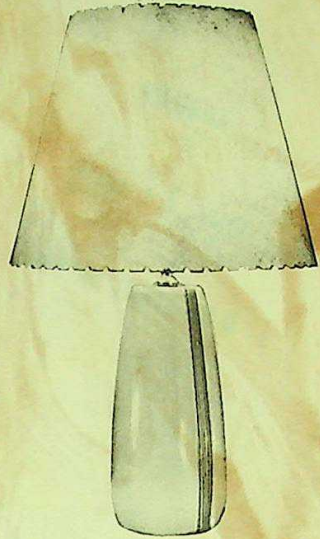
Table Lamps
CERAMIC LAMPS



#3300—Track-Mates — though these two aloof looking horse heads seem to be above each other, nevertheless, they are right pretty room accessories. Black, Chartreuse or Buckskin glazed ceramic base. 17" Rectangular Fiberglass shade in Red for Black base, Chartreuse for Chartreuse base and Buckskin for Buckskin base. Height 28". When ordering, please specify color. \$11.95. You pay a small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

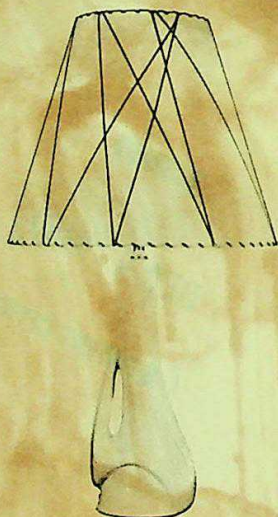
CERAMIC LAMPS



#3400—Roots - Like the deep roots of a full grown tree - this modern lamp will serve as a staple to many mid-century rooms. Chartreuse, Buckskin, or Grey glazed ceramic base. 15" Tapered Drum Fiberglass shade in Chartreuse for Chartreuse base. Buckskin for Buckskin base and Red for Grey base. Height 27". When ordering please specify color. \$11.95. You pay a small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

CERAMIC LAMPS



#3200—Symphony - An harmonious blend of designing. If you've a flair for the modern mood, "Symphony" should be on your list of accessories. Grey or Chartreuse glazed ceramic base. 16" deep modern "Fiberglass" shade in Red for Grey base, or Chartreuse for Chartreuse base. Height 34". When ordering, please specify colors. \$11.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

CERAMIC LAMPS



#2300—"Playful Panther." Just that small addition of novelty, in good taste to lift your room out of the ordinary class. Black or Buckskin glazed ceramic base. 17" Long Oval parchment shade in Red for Black base and Brown for Buckskin base. Height 19". When ordering please specify color. \$8.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

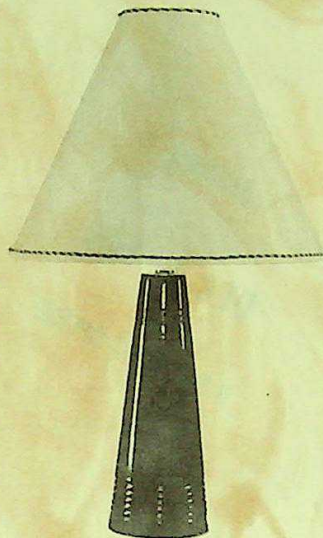
CERAMIC LAMPS



#2900—Contour - Like the patterns of nature's own formations - this lamp follows the natural instincts of the modern designer. Black or Grey glazed ceramic base. 16" deep modern fabric-over-parchment shade in Lime for Black base or Red for Grey base. Height 34". \$13.50. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

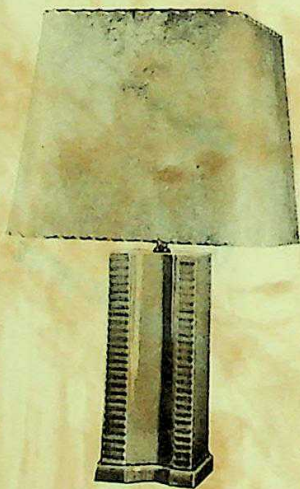
CERAMIC LAMPS



#2800—'Mood' - The Trend modern and 'Mood' fits the century. Graceful pleasing lines that blend with modern home-making. Black, Grey, or Buckskin glazed ceramic base. 17" Cone shade made of Parchment in Red for Black base, Grey for Grey base and Brown for Buckskin base. Height 28". When ordering, please specify color. \$8.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

CERAMIC LAMPS



#2700—Theme' - Like the familiar strain of a lovely melody, 'Theme' can provide exciting harmony to modern interiors. Grey or Chartreuse glazed ceramic base. 15" square Fiberglass shade in Red for Grey base or Chartreuse for Chartreuse base. Height 28". When ordering please specify color. \$11.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

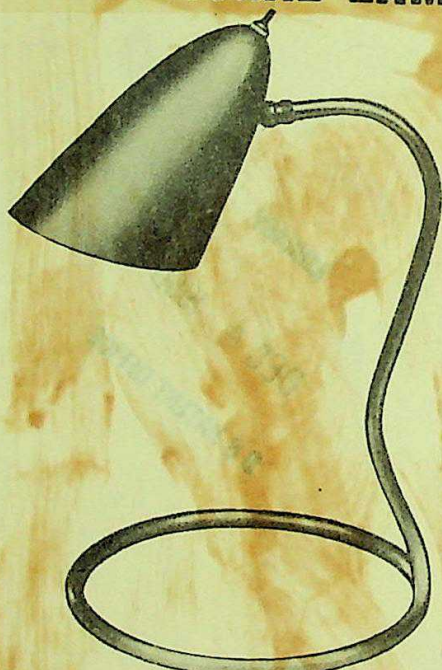
CERAMIC LAMPS



#2600—Dominant - Striking in design . . . striking in appearance - that's Dominant a wholesome expression of modern. Chartreuse or Grey glazed ceramic base. 14" Rectangular shade of fabric-over-parchment. Modern Gray and Black Herringbone design for Grey base and Chartreuse and Black Herringbone design for Chartreuse base. Height 28". When ordering please specify colors. \$13.50. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

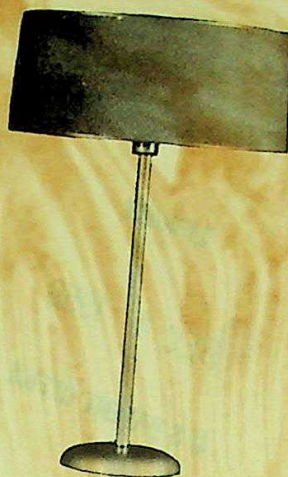
FUNCTIONAL LAMPS



#2100—Lovely light, that's "SPIRAL-LITE" with the curly Q base that takes up so little room. Functional in design for home, office or den. For a refreshing lighting change and no drain on your budget—order yours today. In fact you'll want more than one. Overall height 17" with 8" functional reflector that swings in all directions. Available in the following durable baked enamel finishes: metallic gray, Chinese red, green, chartreuse, bronze and brass. Specify color when ordering. \$5.50—we pay postage.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

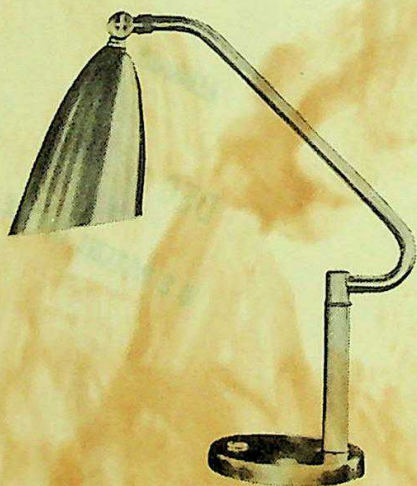
FUNCTIONAL LAMPS



#1800—END TABLE LAMP. Tall, stately lighting beauty for graceful home decorating. These lamps are ideal on the new low end tables that fit alongside the Living Room divan. Use in pairs or individually. All metal column and heavy weighted base with felt padding. Overall height is approximately 30 1/2". Equipped with an 8" plastic reflector and three way socket to accommodate on bulb 50-100-150 watts. The 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: metallic gray, green, Chinese red, chartreuse and brass. 19" drum shade of pebble cloth material, available in the following colors: natural, gray, green, Chinese red and chartreuse. When ordering please specify color of lamp base and shade. \$10.00—you pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

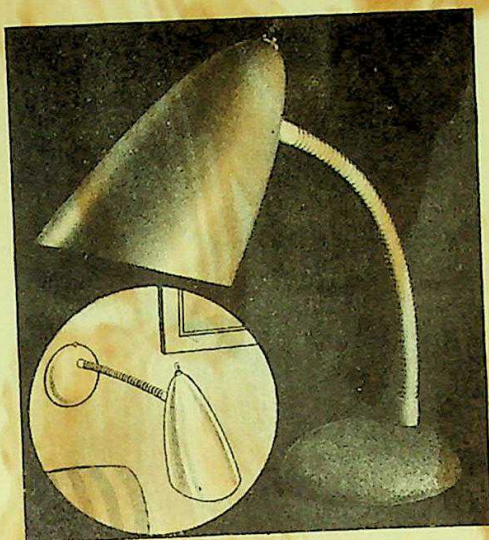
FUNCTIONAL LAMPS



#600—If you're looking for a lamp to fit the modern trend—look no further. This handsomely designed table or desk lamp has a functional arm and aluminum reflector. The reflector can be adjusted to a variety of positions by virtue of a swivel on the arm. Handy switch located on the base of the lamp. Heavily weighted base with felt padding. Porcelain socket, cord, and plug, carry the Underwriters' approval. Overall height 18". Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. When ordering please specify color. \$10.00. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS



#1300—"FlexLite". Attractively designed, this lamp does a host of jobs . . . on tables, radio, television, desk, or wall. Heavy aluminum reflector, 12" flexible arm. Table or wall mount. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, bronze, green, Chinese red, and chartreuse. When ordering, please specify color desired. \$5.50. We pay postage.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS



#900—Madame will be pleased as punch to find this "never tip" lamp on her vanity. All metal column and heavily weighted base with felt padding. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, Chinese red, green, and chartreuse. Shade is 9" in diameter and is made of a durable pebble cloth material, available in the following colors: Natural, green, Chinese red, gray, and chartreuse. When ordering please specify color lamp base and color shade. \$7.50. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS

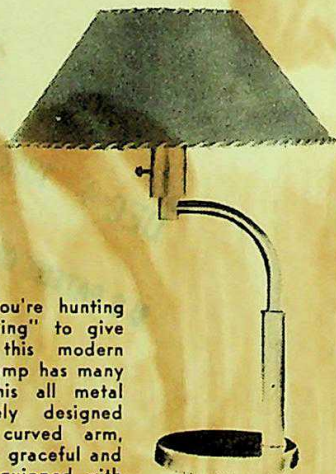


#700—Our handy lamp with a thousand and one uses. Simple lines that feel as though they "belong" everywhere. All metal base and tapered tube column. Heavily weighted base with felt padding. Equipped with indirect plastic reflector.

Overall height 22". 6' cord and plug carry the Underwriter's approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. Shade is 14" in diameter and is made of a durable pebble cloth material in natural: gray, green, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$8.50. You pay small express charges.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

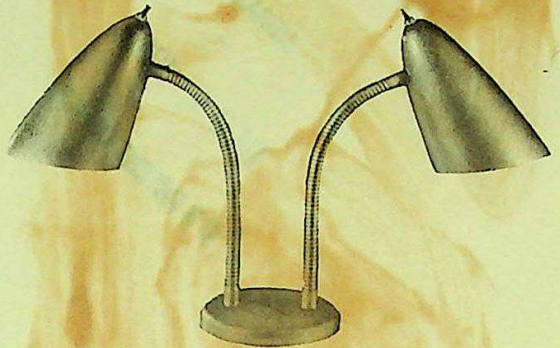
FUNCTIONAL LAMPS



#1100—When you're hunting for "just the thing" to give to newly-wed, this modern vanity or table lamp has many useful roles. This all metal lamp, attractively designed with a smart curved arm, gives this lamp a graceful and simple appeal. Equipped with a plastic reflector and 3 way socket to accommodate one bulb, 30-70-100 or 50-100-150 watts. Heavily weighted base with felt padding. 6' cord and plug carry the Underwriters' approval. Overall height is 19". Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. 14" shade of durable pebble cloth material available in the following colors: Natural, green, gray, Chinese red, and chartreuse. When ordering please specify color lamp base and color lamp shade. \$9.50. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

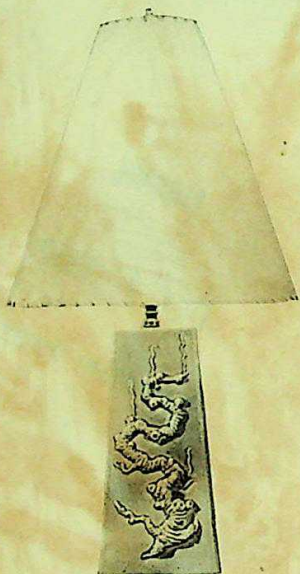
FUNCTIONAL LAMPS



#1600—DUO-FLEX. Double duty table lamp with two 12" flexible arms. Ideal for night table between two beds, sectional table, reading room, or any corner that can use the light of two lamps. Weighted base to prevent tipping. The two heavy aluminum reflectors give a concentrated light. The 6' cord and plug carry the Underwriters' approval. Your choice of decorator colors: durable baked enamel finish in chartreuse, metallic gray, green, Chinese red, bronze and brass. When ordering please specify color. \$8.95—we pay postage.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

CERAMIC LAMPS



#2500—Chinese Modern . . . even to the tip top of the simple square cone shade. Black, Chartreuse, or Grey glazed ceramic base. Deep 14" Fiberglass square cone shade in harmonizing colors. Height 29". When ordering please specify color. \$11.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

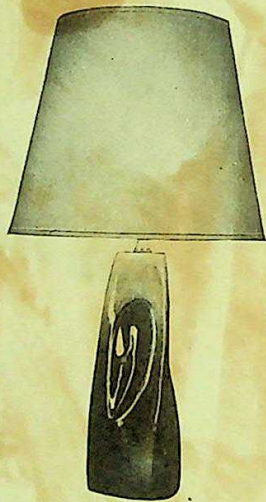
CERAMIC LAMPS



#2400—Stallion . . . The horse-lover is not alone in appreciation for this horse-head reproduction. A natural for the den. Black, Grey, or Ox-blood glazed ceramic base. 14" deep Oval parchment shade in Red for Black or Grey base, Grey for Ox-blood base. Height 21". When ordering please specify color. \$8.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

CERAMIC LAMPS



#3100—Simplicity - Here is pure free expression . . . the abstract of modernism. Use its simplicity to add modern charm to your room decor. Chartreuse, Grey or Yellow glazed ceramic base. 15" deep modern parchment shade in Chartreuse for Chartreuse base, Red for Grey base, and Yellow for Yellow base. Height 28". When ordering please specify colors. \$8.95. You pay small express charge.

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

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